

Invited Seminars 2016

THE ETHICS OF SCIENTIFIC WRITING: HOW TO WRITE AND HOW NOT TO WRITE A PAPER



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ABSTRACT

Scientific writing for peer-reviewed journals is how scientists communicate their work to the world. It is important to tell a clear and compelling story, beginning with justification for the work, placing it in the context of prior work, and its significance in advancing the field, i.e., what problem is being addressed? Manuscripts are submitted to peer-review by experts, selected by the editor. Only a select number will be published, depending on novelty, significance to the field, demonstrated applicability, appropriateness for the journal, and so forth. Peer-review is for the benefit of the author as well as for the editor, and helps improve the quality and impact of the paper. Ethics in publication is of paramount importance, and has become more of an issue for editors in recent years, particularly with the advent of the electronic age.

I will relay my experiences as an Editor-in-Chief for *Talanta* over some twenty five years, providing guidance on how to structure and present a paper so editors, reviewers and readers will have a good understanding of your accomplishments, and pitfalls to avoid. Real-world examples of manuscripts that do not follow established and ethical guidelines will be given, along with cases of outright scientific fraud in the chemical literature. And hints will be given of how authors can use peer review to their advantage.



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C8 Building, Floor 2, Room 8.2.19